



# USTDA

U.S. TRADE AND DEVELOPMENT AGENCY

## Programs & Activities

Linking U.S. Businesses to  
Global Infrastructure Opportunities

[www.ustda.gov](http://www.ustda.gov)

The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project preparation and partnership building activities that develop sustainable infrastructure and foster economic growth in partner countries.

### USTDA Programs

USTDA promotes economic growth in emerging economies by facilitating the participation of U.S. businesses in the planning and execution of priority development projects in host countries. The Agency's objectives are to help build the infrastructure for trade, match U.S. technological expertise with overseas development needs, and help create lasting business partnerships between the United States and emerging economies. USTDA's priority sectors include energy, transportation and telecommunications.

USTDA accomplishes its mission through its two key programs, the International Business Partnership Program and the Project Development Program.

#### International Business Partnership Program

In support of the National Export Initiative, USTDA launched the International Business Partnership Program (IBPP) to connect foreign project sponsors with U.S. manufacturers and service providers in order to open new export markets and identify commercial opportunities for U.S. companies through the following activities:

#### Reverse Trade Missions

As part of the IBPP, USTDA increased its investment in reverse trade missions, which bring foreign decision-makers to the United States to observe the design, manufacture and operation

of U.S. products and services that can help them achieve their development goals. These strategically planned visits present excellent opportunities for U.S. businesses to establish or enhance relationships with prospective overseas customers.

#### Conferences and Workshops

USTDA organizes worldwide conferences and workshops to connect U.S. firms with foreign project sponsors. These sector- or project-specific events are designed to showcase U.S. goods and services to foreign decision-makers. U.S. firms have the opportunity to meet one-on-one with overseas project sponsors. These events also provide U.S. companies with an understanding of U.S. government programs and the role they can play in supporting increased exports, from advocacy support to financing options.



Public and private sector officials convene to share technology solutions and/ best practices during the USTDA-sponsored U.S.-India Aviation Summit.



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### Project Development Program

USTDA provides grants directly to overseas sponsors who, in turn, select U.S. companies to perform Agency-funded project development activities. An overseas sponsor is a local entity, public or private, with the decision-making authority and ability to implement a project. Key project development program activities include:

#### Feasibility Studies and Pilot Projects

USTDA-funded and U.S.-led feasibility studies link foreign project sponsors with U.S. businesses at the critical early stage when technology options and project requirements are being defined. These studies provide the comprehensive analysis required for major infrastructure investments to achieve financing and implementation.

In some cases, export opportunities depend on a demonstration of the U.S. seller's goods, services or technologies in the foreign buyer's setting. USTDA-funded pilot projects demonstrate the effectiveness of commercially proven U.S. solutions and provide the analysis, evaluation and empirical data needed for potential foreign projects to secure funding.

#### Technical Assistance

USTDA advances economic development in partner countries by providing technical assistance that supports legal and regulatory reform related to commercial activities and infrastructure development, the establishment of industry standards, and other market-opening activities. These technical assistance programs facilitate favorable business and trade environments for U.S. goods and services.

#### Training Programs

USTDA provides training for foreign decision-makers to support the sale of U.S. equipment and services. Training, which can take place in either the United States or host country, typically focuses on technology or regulatory requirements in order to give project sponsors a better understanding of U.S. capabilities and expertise related to a procurement.

#### Supporting Small Businesses

USTDA has served as a catalyst for U.S. small businesses to expand to international markets. The Agency has increased small business participation in USTDA-sponsored events in order to raise their profile with international buyers, which has yielded significant results. Additionally, USTDA draws extensively on the expertise of small consulting and engineering firms across the U.S. to provide a variety of services related to Agency projects' definition and evaluation.



### USTDA by the Numbers

**85:1**

For every \$1 invested in its programs, USTDA has generated \$85 in U.S. exports

**\$56.7  
Billion**

Since its establishment, USTDA's programs have contributed to \$56.7 billion in U.S. exports

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